



Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi

In collaboration with



Present

NextGen Media Summer Camp

On

(15th – 25th June, 2026)

Detailed Report

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi, under the aegis of Unnat Bharat Abhiyan (UBA), successfully organized the NextGen Media Summer Camp from 15th June to 25th June 2026. The ten-day summer camp was designed to provide practical exposure and hands-on training in digital media, photography, videography, graphic designing, social media management, and content creation.

The camp witnessed enthusiastic participation from around 50 school students studying in Classes IX to XII, representing different schools across the 5 villages (Madi Pur, Peera Garhi, Nangloi Sayed, Jawala Heri, Mundka (Ct)) . The programme aimed to nurture creativity, enhance digital literacy, and introduce young learners to emerging trends in media and communication through interactive workshops, practical assignments, and expert mentoring.

Throughout the camp, participants were guided by experienced academicians and industry experts, enabling them to develop technical skills, creative thinking, teamwork, and confidence while exploring various aspects of digital content creation.

Day-wise Proceedings

Day 1 – 15th June 2026 (Monday)

The Summer Camp commenced with an Inaugural Session, marking the beginning of an exciting learning journey. Following the inauguration, Dr. Yasir Arfat conducted a session on the Basics of Designing, introducing participants to the Canva platform and familiarizing them with essential design

principles and digital design tools. The day concluded with an engaging session by Mr. Pushpendra on "How to Make Your Content Viral on Social Media," where participants learned about social media algorithms, audience engagement, and strategies for creating impactful digital content.



Day 2 – 16th June 2026 (Tuesday)

The second day focused on strengthening participants' creative skills through practical learning. Dr. Vanshika Bhatia conducted a hands-on workshop on Mobile Photography, covering camera settings, framing techniques, and composition. This was followed by a workshop on Colours and Typography by Dr. Yasir Arfat, where participants learned about colour theory, font selection, and design aesthetics. The day concluded with Mr. Pushpendra's interactive session on Finding Your Niche and Target Audience, emphasizing audience analysis and content positioning.



Day 3 – 17th June 2026 (Wednesday)

The sessions on the third day emphasized visual storytelling and content planning. Dr. Vanshika Bhatia introduced participants to the principles of Composition Skills for effective photography and visual communication. Subsequently, Dr. Yasir Arfat conducted a practical workshop on Instagram Post Design, enabling participants to create visually appealing social media posts. The day concluded with a session by Mr. Pushpendra on Content Planning, highlighting the importance of consistency, scheduling, and strategic content creation.



Day 4 – 18th June 2026 (Thursday)

The fourth day focused on enhancing technical and creative competencies. Dr. Vanshika Bhatia delivered a workshop on Lighting Techniques, demonstrating the effective use of natural and artificial lighting in photography and videography. Participants then learned Thumbnail and Logo Design under the guidance of Dr. Yasir Arfat, followed by Mr. Pushpendra's practical session on Writing Captions and Hooks that Increase Likes and Comments, where students practiced creating engaging content for digital platforms.



Day 5 – 19th June 2026 (Friday)

The day commenced with a practical workshop on Nature and Object Photography, conducted by Dr. Vanshika Bhatia, allowing participants to apply photography concepts in real-life settings. Dr. Yasir Arfat then delivered an insightful lecture on Indian Knowledge System: Research for Media Educators, introducing participants to indigenous knowledge systems and their relevance in contemporary media education. The day concluded with another hands-on session on writing effective captions and hooks for social media content by Mr. Pushpendra.



Day 6 – 20th June 2026 (Saturday)

The focus of the camp shifted towards videography and video editing. Dr. Vanshika Bhatia introduced participants to the Basics of Videography, covering camera handling, framing, and recording techniques. Mr. Jayant Rathee conducted a practical workshop on installing and using editing applications such as CapCut and InShot, along with importing, trimming, and editing raw footage. The day concluded with a practical session by Mr. Pushpendra on Hashtag Strategies and Digital Promotion Tools, enabling participants to optimize the reach of their content.

Day 7 – 22nd June 2026 (Monday)

The seventh day focused on advanced videography techniques. Dr. Vanshika Bhatia conducted a workshop on Camera Movements and Stability, explaining techniques for capturing professional-quality videos. Mr. Jayant Rathee guided participants in applying Filters and Effects to improve video quality. The final session by Mr. Pushpendra focused on Reels and Shorts Strategy, providing practical insights into creating engaging short-form video content for various social media platforms.



Day 8 – 23rd June 2026 (Tuesday)

Participants explored advanced concepts in Video Composition under the guidance of Dr. Vanshika Bhatia. Mr. Jayant Rathee continued the practical training on video enhancement techniques using filters and effects. The final session, conducted by Mr. Pushpendra, focused on Thumbnail and Cover Optimization, emphasizing the significance of attractive visuals in increasing audience engagement and content visibility.

Day 9 – 24th June 2026 (Wednesday)

The ninth day emphasized creative storytelling through digital media. Dr. Vanshika Bhatia conducted a workshop on creating Reels, Shorts, and Social Media Videos. Mr. Jayant Rathee introduced participants to Basic Storytelling through Editing, demonstrating how editing techniques influence audience engagement. The concluding session by Mr. Pushpendra covered Growth Hacks, including collaboration strategies, trend analysis, and maintaining consistency across digital platforms.

Day 10 – 25th June 2026 (Thursday)

The final day featured the "Reel Masters Competition," during which participants showcased the knowledge and skills they had acquired throughout the camp by presenting original digital media projects. The competition reflected their creativity, technical proficiency, and confidence in applying modern media tools and techniques. The programme concluded with participant feedback, followed by the Valedictory Session, during which the achievements of the participants were acknowledged,



Conclusion

The NextGen Media Summer Camp 2026 successfully fulfilled its objective of providing participants with comprehensive exposure to the rapidly evolving field of digital media. Through a combination of expert lectures, interactive workshops, practical assignments, and project presentations, participants acquired valuable skills in photography, videography, graphic designing, content strategy, video editing, branding, and social media marketing.

The institute expresses its sincere gratitude to Professor M. N. Hoda, Director, BVICAM, all the distinguished resource persons, faculty members, the organizing team, and every participant whose enthusiastic involvement made the Summer Camp a resounding success. The programme concluded with a renewed commitment to fostering creativity, innovation, and digital excellence among students.